

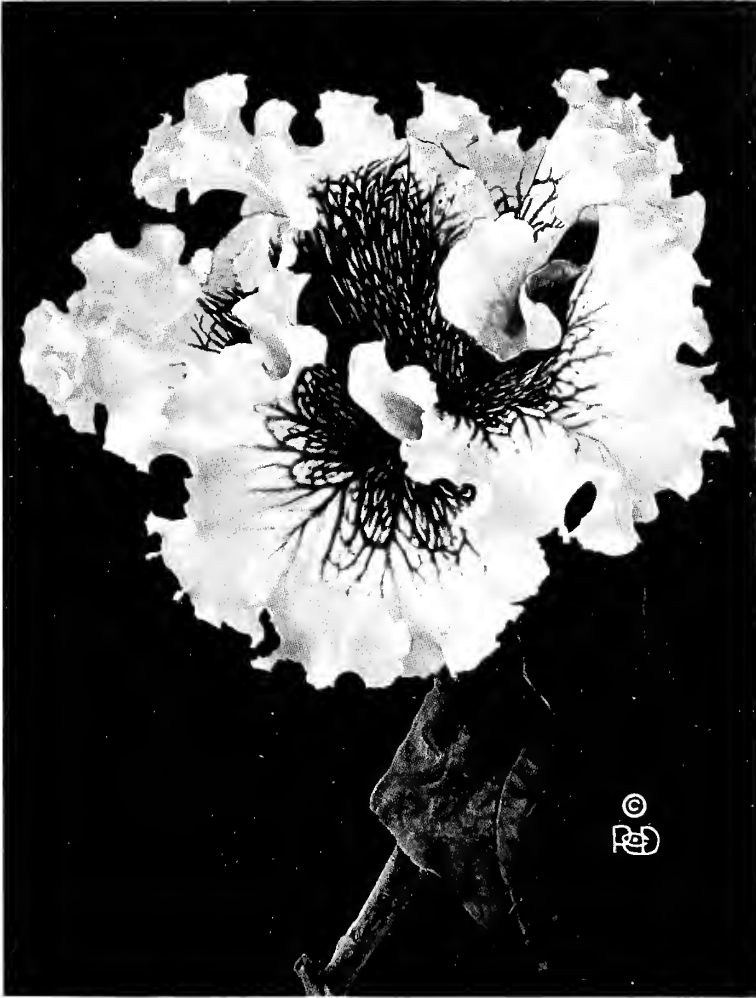
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62105
1919 EDITION

RICHARD DIENER COMPANY

INCORPORATED
KENTFIELD: MARIN COUNTY: CALIFORNIA



PETUNIA

Diener's Ruffled Monsters—Pink—Illustration half actual size

ORIGINATORS AND GROWERS
OF THE LARGEST AND FINEST
GLADIOLI
IN THE WORLD

Terms of Sale

While we exercise the utmost care to have all our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name.

Cash with order, or in advance of shipment. No C. O. D. orders accepted, unless at least 20 per cent of amount is sent with order.

We do not ship bulb and plant orders for less than one dollar.

All orders are filled inside of two days after arrival here, so if you have not received your shipment inside of two weeks, notify us at once.

Firms with good standing are given credit from 60 to 90 days. On large orders we will give a reasonable discount.

We ship Gladioli from November 1st to May 1st.

Some Testimonials

RICHARD DIENER CO., Inc.
Kentfield, Cal.

Franklin, Pa., Nov. 7, 1918.

Gentlemen:

I received the Gladioli bulbs which I ordered from you this year, and would say that they produced wonderful blooms. Had many new varieties of Gladioli planted this year from many growers in this country, but nothing compared to blooms from your bulbs.

I am writing for your list for next year and would also like to know if you supply planting stock and bulblets of your named varieties of Gladioli.

I was also well pleased with your Petunias and Pansies, which I raised from your seed.

Very truly yours,

H. W. C.

RICHARD DIENER CO., Inc.
Kentfield, Cal.

Pekin, Ill., Sept. 17, 1918.

Gentlemen:

I was very much pleased with the mixed Gladioli, and also with the named varieties received from you last Spring, as they were better than any I ever saw before.

Yours truly,

MRS. C. S.

MR. RICHARD DIENER
Kentfield, Cal.

Floral Park, N. Y., July 3, 1918.

My dear Sir:

On reaching home I find that the Petunia plants we raised from your seed are blooming. They are certainly monsters. You can not praise this strain too high.

Yours very truly,

J. L. CHILDS.

MR. RICHARD DIENER
The Richard Diener Company, Inc.
Kentfield, Marin Co., Cal.

The Garden Magazine, July 11, 1918.

My dear Sir:

While at Floral Park the other day it was my privilege to inspect a row of your Ruffled Monster Petunias that was surely a pleasure to behold.

Sincerely yours,

A. KRUEH,

The Garden Magazine.

MR. RICHARD DIENER
Kentfield, Cal.

Morgan Park, Ill., June 10, 1917.

Dear Sir:

Please send me one of your 1918 Catalogues. The Petunia seed I got from you last year was most beautiful. I wish to order other stock.

Yours truly,

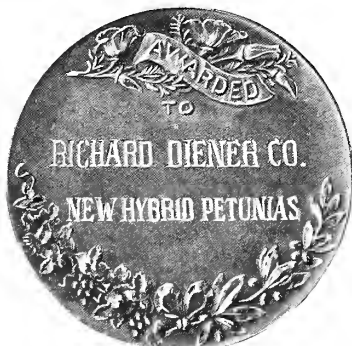
J. T.



Medal of Honor upon Richard Diener Kentfield, California

as Collaborator in the Exhibit of the Metzner Floral Company, and as Originator of the Varieties which Merited for said Metzner Floral Company the following awards:

Gladioli, Grand Prize, for Petunias, Carnations and Geraniums Gold Medal respectively.



Gold Medal

For
Diener's Ruffled
Monster Petunias
at the
California Land
Show

San Francisco
October 13-28, 1917





Gladioli

In the following listed varieties, which are all Mr. Diener's own productions, are to be found the greatest advance in the perfection of Gladioli in the world today. These new Gladioli are the result of the discovery by Mr. Diener of a new law in hybridization, through which he is able to double the size of any flower, fruit or grain after each crossing. It would be impossible for anyone not knowing this law to obtain such results.

In 1912, Mr. Diener, at his former place of business in Mountain View, California (now in the hands of the Metzner Floral Company), made his first crosses in Gladioli, using the common varieties, like "Mrs. Francis King," "America," "Eucharis," "Baron Hulot," and "Niagara." As a result, Mr. Diener secured seedlings which took the highest prizes at the Panama-Pacific International Exposition in 1915 in competition with all the world's largest Gladiolus growers. Moreover, he it known that our best varieties now listed and offered for sale, were never shown at the World's Fair, for fear that, being very valuable, they might be stolen, for we then possessed but one or two bulbs of each variety. Our Gladiolus hybrids which were shown, were acclaimed by many in the floral trade and by connoisseurs in the production of Gladioli, to be the chief attraction of the floral exhibits at the Panama-Pacific International Exposition, and they were the inspiration of many articles written in papers and magazines.

We invite every lover of Gladiolus, in the trade as well as amateurs, to visit our place in the flowering season, which is from July to September. Kentfield is fourteen miles from San Francisco, on the Northwestern Pacific Railroad. It takes 55 minutes from the San Francisco ferry building to reach our place, which is a block from Kentfield station.

Gladiolus Price List

No. 1.	"MRS. WILLIAM KENT"	Light fawn to light ashes of roses; old rose in throat; sometimes lightly striped with rose-pink. The color of this variety is so exquisite and so suitable for cut flowers that we predict that it will soon be more grown than "America" ever was. It is a very rapid propagator. Flowers are 6 inches in diameter, and spikes 4 to 5 feet high.	Per Bulb \$.25	Per Doz. \$2.50	Per 100 \$20.00
No. 4.	"SARAH LILLIE"	Reddish-lavender; throat ruby, mottled with white. Flowers 5 inches in diameter; spikes 3 to 4 feet high.	.15	1.00	7.50
× No. 10.	"ANNA EBERIUS"	Dark velvety Nell rose; throat deeper shade. Flowers 6 inches in diameter; spikes 3 to 4 feet high. Fine long, well-set spikes.	.15	1.00	7.50
No. 19.	"MYRTLE McNALLY"	Cream with touches of rose-pink on edges; ruby in center; canary yellow lip; heavily ruffled; very vigorous growth, with abundant foliage. Flowers 6 inches in diameter; spikes 4 to 5 feet high.	.10	1.00	7.50
✓ No. 22.	"SAN ANSELMO"	Pure white, slightly striped with ruby pink. Immense free flowering; fine for cut flowers. Flowers 6 inches in diameter; spikes 4 to 5 feet high.	.50	5.00	40.00
No. 23.	"DIENER'S AMERICAN BEAUTY"	Brilliant American Beauty color, with creamy yellow throat. One spike opening a large number of flowers at one time forms an immense bouquet of beauty. Flowers 6 to 7 inches in diameter; spikes 4 to 5 feet high.	.50	5.00	40.00
No. 24.	"D. J. WHITNEY"	Salmon-flesh, with two striped and spotted yellow and red under-petals. Opens in a full cluster at the apex of the stem, giving the appearance of a Canna. Flowers 5½ inches in diameter; spikes 4 to 5 feet high. Earliest of all, good for forcing.	1.50	12.00
✓ No. 31.	"PRESIDENT C. C. MOORE"	Salmon-pink, darker throat, steel-blue mottled and striped. Nice long, wiry spikes with flowers well placed. Flowers 6 inches in diameter; spikes 6 to 7 feet high.	.25	2.50	20.00
✓ No. 32.	"FAIRFAX"	Solid magenta. Lip of throat light yellow with a deep magenta spot. Flowers 5½ inches in diameter; spikes 5 to 6 feet high.	.15	1.50	10.00
No. 38.	"JACK LONDON"	Light salmon with brilliant orange flame stripes. Golden yellow throat with ruby striped center. Flowers 5 inches in diameter; spikes 5 to 6 feet high. Exceptionally fine.	1.00	10.00	75.00
✓ No. 39.	"DR. LINCOLN COTHRAN"	Salmon-pink; blue striped; yellow throat; fine form and bloom. Flowers 5 inches in diameter; spikes 4 to 5 feet high.	.25	2.50	20.00

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

No. 50.	"QUEEN OF THE NIGHT"	Large Bulb	Small Bulb	
	Deep maroon, almost black; flowers 5½ inches diameter; spikes 4 to 5 feet high.	5.00	2.00	-----
No. 70.	"LILLIAN HARRIS COFFIN"			
	Light rose-pink, salmon striped; yellow lip; nice long spikes. Fine for cut flowers. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.	Per Bulb 1.00	Per Doz. 10.00	Per 100 -----
No. 82.	"JOHN MERLE COULTER"			
	Rich scarlet, dark maroon (almost black) throat, slightly overlaid with ruby. Flowers 5 inches in diameter; spikes 3 to 4 feet high.	.25	2.50	20.00
✕ No. 83.	"MRS. WILLARD RICHARDSON"			
	Deep crimson, maroon center; large, flaring flowers. Flowers 5 inches in diameter; spikes 4 to 5 feet high.	.50	5.00	40.00
✕ No. 90.	"CAROLINE FREAR BURK"			
	Pure white with brilliant ruby throat. Flowers 7 inches in diameter; spikes 4 to 5 feet high.	.25	2.50	20.00
✕ No. 94.	"SUFFRAGETTE"			
	White with circle of light lilac running across each petal. Creamy white throat; very delicate. Flowers 7 inches in diameter; spikes 5 to 6 feet high.	.50	5.00	40.00
No. 96.	"RICHARD DIENER"			
	Pure rose-salmon pink; light sprinkling of ruby on creamy yellow center. Of 80,000 different seedlings, this is the acme of perfection in coloring, as well as formation of spikes and plant. Will rival any orchid in beauty. Flowers 6 inches in diameter; spikes 5 to 6 feet high.	Large Bulb 25.00	Small Bulb 10.00	Cormel 5.00
✕ No. 98.	"MABEL HUBBARD"			
	Pure white; lip of throat light canary covered with violet spot. Very fine spikes. Flowers 4 inches in diameter; spikes 3 to 4 feet high.	Per Bulb .50	Per Doz. 5.00	Per 100 40.00
+ No. 101.	"ELSE ROSE"			
	Cattleya pink; a blending of rose-pink shading out to white, with creamy yellow throat. Orchid flowering. Extra fine. Flowers 5 inches in diameter; spikes 3 to 4 feet high.	.75	7.50	60.00
✕ No. 102.	"INA COLLINS"			
	Delicate rose-pink, shading to very light edge overlaid with deep lilac; lip has circle of primrose edged with light ruby. Orchid-flowering. Flowers 5 inches in diameter; spikes 4 to 5 feet high.	.50	5.00	40.00
No. 120.	"MRS. STANLEIGH ARNOLD"			
	Soft purple-pink with deep pink throat; one of the most exquisite colors so far produced in Gladioli; well formed spikes. Flowers 6 inches in diameter; spikes 4 to 5 feet high.	Large Bulb 25.00	Small Bulb 10.00	Cormel 5.00
No. 130.	"THOMAS T. KENT"			
	Rose-pink with deep ruby running through center of each petal; very vigorous in growth. This is one of our largest varieties. One of the heaviest propagators. Flowers 6 to 8 inches in diameter; spikes 6 feet high.	Per Bulb .15	Per Doz. 1.50	Per 100 10.00

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

✓ No. 136.	"ADELINE KENT"	Delicate light rose-pink; straw colored throat with ruby dashes. Petals are heavily ruffled from edges in to center. Exquisite orchid-like coloring; fine long full spikes. Flowers 4 to 5 inches in diameter; spikes 4 feet high.	Per Bulb .50	Per Doz. 5.00	Per 100 40.00
No. 145.	"MRS. COTHMAN"	Crushed strawberry and ashes of roses; very odd color; fine long spikes. Flowers 6 inches in diameter; spikes 4 to 5 feet long.	.25	2.50	20.00
No. 162.	"MARY ROBERTS REINHART"	Cream yellow with canary yellow center. Flowers 4 inches in diameter; spikes 4 to 5 feet high.	.20	2.00	15.00
✕ No. 164.	"CAPTAIN ASHER CARTER BAKER"	Rich velvety red with darker center. Flowers 5 inches in diameter; spikes 4 to 5 feet high. (This was awarded the silver medal at the P. P. I. E., 1915, for the best of all the red Gladioli shown.)	.10	1.00	7.50
No. 165.	"DR. FREDERICK I. V. SKIFF"	Clear flesh-pink, light ruby center; sometimes slightly striped with rose-pink. Strong, vigorous growth; abundant foliage. One bulb will very often bring up to 130 perfect flowers. Flowers 6 inches in diameter; spikes 5 to 6 feet high. (Awarded gold medal at P. P. I. E., 1915.)	.10	1.00	7.50
No. 166.	"DIENER'S WHITE"	(Withdrawn for a year to increase stock.) Milk white with just a faint tinge of pink in throat. Flowers 6 inches in diameter; spikes 5 to 6 feet high. (Awarded gold medal at P. P. I. E., 1915.)			
No. 170.	"MRS. J. E. WEBB"	(Withdrawn for a year to increase stock.) Pale blue with violet throat; exquisitely waxlike; very choice. Flowers 6 inches in diameter; spikes 4 to 5 feet high.			
No. 175.	"MRS. LEON DOUGLAS"	Flesh salmon pink, orange striped, light yellow and brown spotted in center. The size of the flowers, we believe, is the largest in existence and all are very open and well set on the spikes. The height of the spikes are six to seven feet and have up to seven side spikes on each main spike. The bulbs are of immense size. This is one of the most perfect and most beautiful variety so far produced.	Large Bulb 50.00	Small Bulb 25.00	Cornel 5.00
✕ No. 176.	"MISS MAUD FAY"	Clean Cattleya pink, a light stripe running through the middle of each petal. Flowers very open, averaging 6 inches in diameter. Spikes never straight, but curved in various directions, are 3 to 4 feet long. This is one of our finest productions; exceptionally suitable for cut flowers. It is a heavy propagator; the smallest bulblet will in five months produce a fine spike.	Per Bulb 1.00	Per Doz. 10.00	Per 100
✕ No. 186.	"LILIAN WEBB"	Strawberry pink with light maroon velvety center. Sometimes slightly striped with chocolate. Stems slender, giving the appearance of a lily. Flowers 5 inches in diameter; spikes 5 feet high.	.05	.50	3.50

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

No. 187.	"COSTA RICA"	Clear delicate lilac with old rose center. Large extra fine spike. Flowers 6 to 7 inches in diameter; spikes 5 to 6 feet high.	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 188.	"MRS. MARY STEARNS BURKE"	Canary yellow overlaid with apricot; deep canary center; long spike with flowers symmetrically placed. Stem wiry and upright. Flowers 4 to 5 inches in diameter; spikes 4 to 5 feet high. It is one of the finest yellows known so far. When known it will be one of the most grown varieties for cut flowers.	.50	5.00	40.00
✶ No. 189.	"ELIZABETH GERBERDING"	Shell pink, with speckled center of ruby and yellow; heavily ruffled; spikes large and full. Flowers 4 to 5 inches in diameter; spikes 5 feet high.	.20	2.00	15.00
✶ No. 191.	"MRS. H. E. BOTHIN"	Flesh-salmon pink, flame scarlet center; large size; strong 4 to 5 foot spikes. A first class show variety.	1.00	10.00	-----
No. 192.	"VICTORY"	Scarlet, maroon, little lighter mottled in the center; flowers very large; immense long spikes; one of our largest reds.	Large Bulb 5.00	Small Bulb 2.00	-----
✶ No. 193.	"JONATHAN WEBB"	Light scarlet, finely painted white, and maroon mottled center. Very showy variety; makes elegant lily-like spike with wide open flowers. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
✶ No. 196.	"HELEN TODD"	Light rose-pink with deep colored seam around entire edge of flower. Deep scarlet center. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.	.15	1.50	10.00
✶ No. 198.	"ROSS VALLEY"	Salmon-pink striped with ashes of roses; red peacock eye in center. Flowers 5 to 6 inches in diameter; spikes 4 to 5 feet high.	.25	2.50	20.00
✶ No. 200.	"MR. H. A. HYDE"	Snow white with faint pink underlaid; flowers six inches in diameter; well built, spikes 4 to 5 feet in height. Exceptionally fine for cut flowers.	Large Bulb 3.00	Small Bulb 1.50	-----
No. 202.	"MRS. JOHN R. WALSH"	Flesh pink, flamed colored center; flowers 5 inches in diameter; stems 5 to 6 feet high. This is a seedling of Mrs. Pendleton Jr. It is a magnificent variety that should be in every collection.	Per Bulb 5.00	Per Doz. 2.00	Per 100 -----
No. 203.	"SIR ROGER CASEMENT"	Dark maroon; heavily ruffled; fine long spikes. Flowers 4 inches in diameter; spikes 4 to 5 feet high.	.25	2.50	20.00
No. 204.	"FRANK J. SYMMES"	Salmon-rose pink with red center, ruffled edges. Flowers 4 inches in diameter; spikes 5 to 6 feet high. Should be in every collection.	.50	5.00	40.00

No. 205.	"DAVID STARR JORDAN"			
	Immense flame colored with lighter speckled throat. Flowers very open, like immense Anayllis, with fine, wiry upright stems. Flowers 6 to 7 inches in diameter; spikes 4 to 5 feet high.	Per Bulb	Per Doz.	Per 100
		.50	5.00	40.00
No. 206.	"WILLIAM KENT"			
	Creamy shell pink; golden ochre center; heavily ruffled; the waxy color combination of the flowers is indescribable. To have 15 open flowers at one time on a spike is no rarity. Flowers 6 to 7 inches in diameter; spikes 6 to 7 feet high.	Large Bulb	Small Bulb	Cormel
		25.00	10.00	5.00
× No. 210.	"KENTFIELD"			
	Pale yellow with flesh tinge; canary yellow throat. Flowers 5 inches in diameter; spikes 4 to 5 feet high.	Per Bulb	Per Doz.	Per 100
		.25	2.50	20.00
No. 216.	"MARTHA FERNEKES"			
	Pale blue, blotched blue, violet spot in the center; flowers 4 inches diameter; perfect spikes, 3 to 4 feet high. An odd and beautiful variety.	Large Bulb	Small Bulb	
		3.00	1.50
No. 285.	"MRS. RUDOLF SPRECKELS"			
	Cream pink with old rose stripes; fine long full spikes; flowers 6 to 7 inches in diameter, 4 to 5 feet high. A-1 show and cut variety.	Large Bulb	Small Bulb	
		5.00	2.00
No. 289.	"TAMALPAIS"			
	Salmon orange with flame orange stripes; long slender spikes; flowers 6 inches in diameter; seedling of Miss Francis King, but much larger and much better in color.	Large Bulb	Small Bulb	
		5.00	2.00
No. 311.	"GLADIS PLATH"			
	Orchid flowering; lilac and red velvet blotches; flowers 6 inches in diameter; spikes 5 feet high. Beautiful variety.	Large Bulb	Small Bulb	
		3.00	1.50

Where the small bulbs are not mentioned we will give three small bulbs for the price of one; or six cormels (or bulblets) for the price of one large bulb.

A Collection of 15 named varieties of our own selection.....\$3.00

Prices of Fancy Selected Seedlings

This is a mixture of several thousand varieties selected for further test from the 1916 seedlings. All are large; there is not a poor one amongst them; all colors and color combinations.

It is one of the finest mixtures ever put on the market.

Single dozen (mixed size)	\$1.00
Largest bulbs, per hundred	7.00
Medium bulbs, per hundred	6.00
Small bulbs, per hundred	4.00
Cormels (or bulblets), per hundred50

Prices of Delicate Shade Seedlings for Cut Flowers

This is a mixture of light pink, yellow, salmon and light reds, and contains wonderful varieties for cut flowers.

Single dozen (mixed size)	\$1.00
Largest corms (or bulbs), per hundred	7.00
Medium corms (or bulbs), per hundred	6.00
Small corms (or bulbs), per hundred	5.00
Cormels (or bulblets), per hundred50

Gladioli Seed

Selected from all our named varieties and seedlings, well mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, if they receive proper care. It must be understood that the right size of the flowers and stems of seedling Gladiolus comes out in the second year of cultivation. These seedlings will range in all colors imaginable, but salmon, white, lilac, pink and rose-pink are the leading colors. There is no other firm in the world that can put out any Gladiolus seed at such a low price and of such high quality as these on the market.

Price of 10 gram (about 1,000 seeds).....\$1.00

Method of Sowing Gladioli Seed

The seed of Gladioli should be sown early in the spring. If the ground is fine loose sandy soil, then it is best right in the open ground, like Onions, in rows. The seed should be covered as little as possible, and the soil used for covering should be finely sifted and should contain half sand. Like all the seed of plants of South African origin, Gladiolus seeds sprout unevenly; some sprout at once, while others will not sprout until 6 to 10 months after sowing under the same conditions. This is not due to the bad quality of the seed, but it is a habit inherent in it under conditions where they grow wild, for this reason seed beds should be made so that they should not otherwise be disturbed when the seedlings are lifted out, for all seeds will eventually come up. These beds should, in parts where it freezes, be covered with leaves thick enough, so that the frost cannot reach the seeds in the beds. If sown out in boxes, and started indoors, young plants of Gladiolus can easily be transplanted in the open if they are handled properly.

Gladiolus cormels or bulblets will grow faster if the outer hard shell is removed just before planting. They should not be covered more than $\frac{1}{2}$ inch with soil; the ground should be enriched with old manure and worked over good and deep. If given the proper treatment they will almost all be flowering 5 months after planting.

Testimonials

THE RICHARD DIENER CO., Inc.
Kentfield, Marin Co., Cal.

Toronto, Nov. 5, 1918.

Dear Sir:

The blooming season of Gladiolus being over I want to write and tell you how delightful I have been with your flowers. I expected great results, but I was more than pleased and I certainly shall order many more from you next year. Please send me your 1919 Catalogue as early as possible, so I shall be sure and get all I order.

Sincerely yours, H. J. C.

THE RICHARD DIENER CO., Inc.
Kentfield, Cal.

United States Botanic Gardens,
Washington, D. C.

Gentlemen:

I am in receipt of a communication from Honorable William Kent regarding certain bulbs and seed which you so kindly contributed to the Botanic Garden. In reply, I am pleased to say that the Gladioli bulbs were in every way satisfactory, having bloomed quite profusely. Some of them showed very beautiful coloring. The plants grew on an average of three feet high, the flowers being supported by very long stems. The bulbs were just removed from the ground several days ago and are in good shape, having increased considerably.

I sowed the Petunia seed and planted the seedlings in May, and I am pleased to state the results were more than satisfactory. The size and coloring was the best I have ever seen, some of the flowers measuring as much as five inches in diameter. However, they produced very little seed, due possibly to the unusually wet season. They attracted considerable attention and were admired by many visitors in the garden.

The Delphinium seed was sown also, but as yet the plants have not flowered, hence I cannot say anything regarding them.

Permit me to again thank you for your kindness and generosity, and I hope I may be able to reciprocate in some way.

With best wishes, I am,

Sincerely yours,
GEO. W. HESS, Superintendent.

MR. DIENER
Kentfield, Cal.

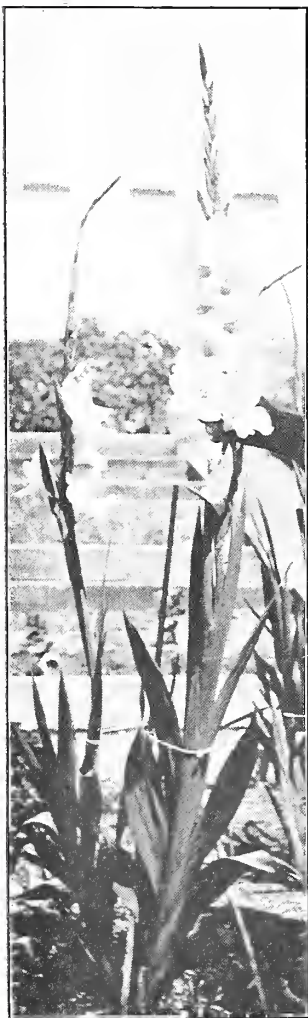
The St. Thomas Horticultural Society,
St. Thomas, Ontario, Canada.

Dear Sir:

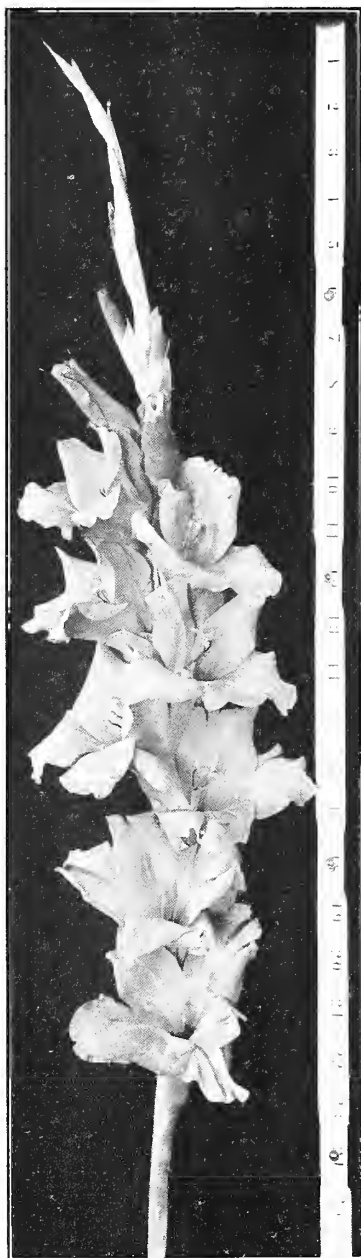
Everybody appreciates a sincere compliment, so that I expect you are like everybody else. We have received your catalogue for two years and I did not purchase anything, but some of our members did, especially Mr. J. C. Crombie, who is one of the most ardent horticulturists in this vicinity, and a grand man. He bought some Gladiolus and also some Petunia seed. I grow probably 150 varieties of Gladiolus—Groff's, Kunderd's and Holland stock. Kunderd's stuff was particularly fine. I took up the bulbs today and they had multiplied and also grown to enormous size. And your creations were equally if not even sturdier. The blooms were certainly the largest and finest that I have ever seen. We exhibited at London Fair and a great many onlookers asked about your varieties. Your ruffled Petunias created quite a sensation too, and you may expect quite a demand for your 1919 Catalogue.

Yours sincerely,

Dr. F. E. B., Pres.



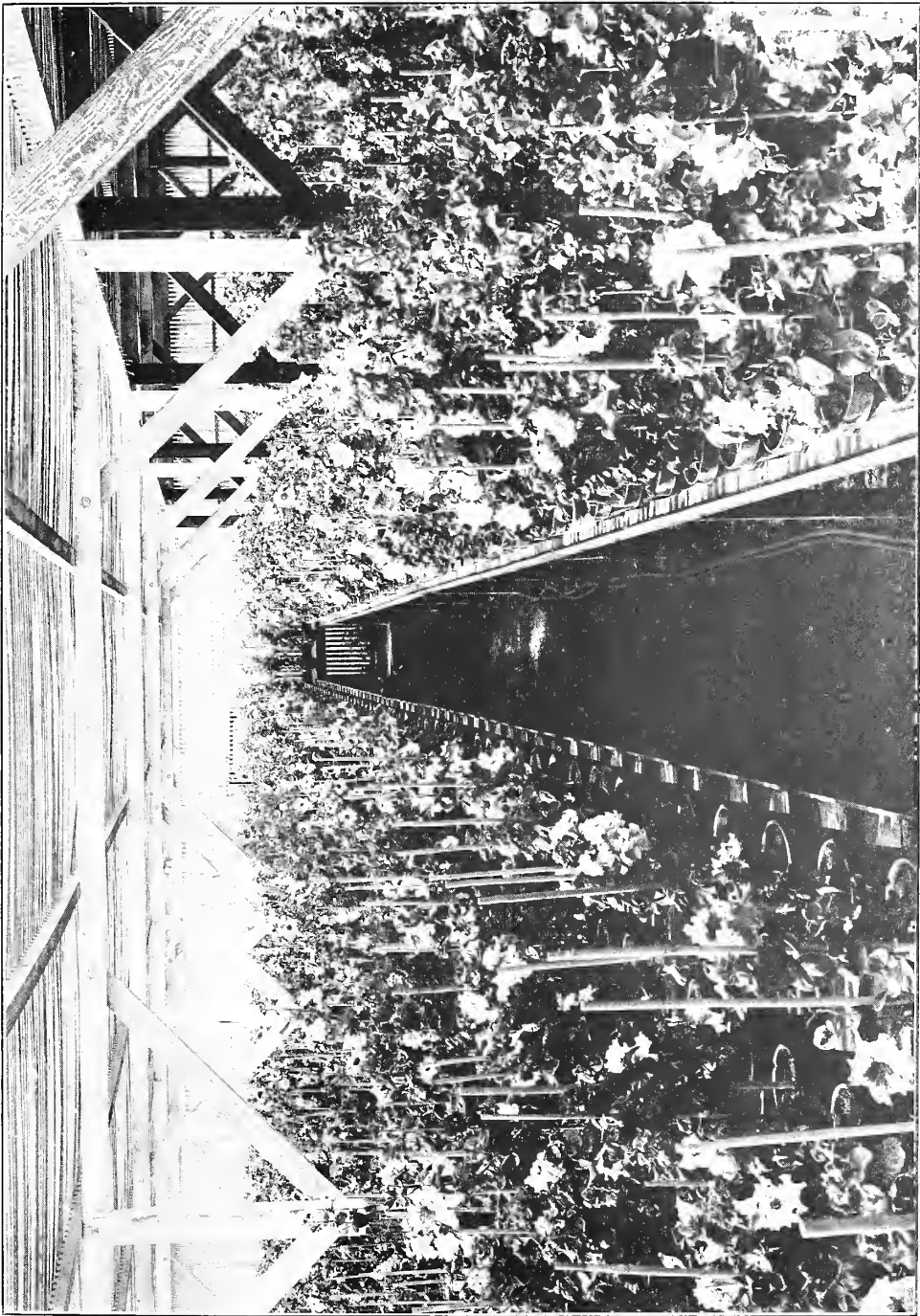
No. 166
"Diener's White"
Showing stem
6 feet high



No. 96—"Richard Diener"



No. 136—"Adaline Kent"



Part of our Lath House, where our Tetunia Seed is Raised

Petunias

DIENER'S RUFFLED MONSTERS

The greatest novelty in flowers

(Won Gold Medal at P. P. I. E., San Francisco, 1915; also Won Gold Medal at California Land Show, October, 1917)

For several years Mr. Diener has specialized in crossing Petunias, selecting for that purpose each year the strongest, finest varieties susceptible to further improvement. As a consequence, these Petunias are unexcelled the world over in size and color; almost every color and color combination has been attained, and their remarkable beauty it is certainly difficult to describe. Among the numerous visitors to our nurseries the past season many have not hesitated to declare our Petunias, especially in the pink shades, to be rivals of Orchids in beauty.

For pot plants as well as for bedding they create a great sensation wherever they are shown, as the same are continually in flower. For conservatory when started in pots in the summer they will flower all winter, and as most of them are very fragrant they will be a great novelty for winter flowering plants. We have the most gratifying reports from all over the United States and Canada. All the seed is raised by hand pollination in lath houses and is done by women. Moreover, climatic conditions here permit seed to be matured without a drop of rain falling in the pods. Hence our seed is strong, vigorous and easy germinating.

The Petunias come in separate colors as follows: Red, pink, variegated, white, blue, flesh pink frilled, and all colors mixed.

Price.....50 cents per package

NOTE.—Flesh pink frilled Petunia is a beautiful variety, but is not as large in size as the ruffled monsters, and it has one fault, in so far as the seedlings only come about 50% true, although they are hand pollonized with their own pollen. The first and strongest seedlings are purplish red; the smaller and later seedlings are the genuine.

Prices on application for larger amounts or on contracts to seed dealers.
Petunia Plants (for delivery after April 1)*

Young plants out of 2 inch pots, per dozen.....\$1.00
Young plants out of 3 inch pots, per dozen..... 1.50

*We raise large quantities of these young plants for spring delivery, intended for bedding purposes, for the California trade. In ordering it is merely necessary to state what color you want. We can select all colors (except plain yellow) from snow-white to the deepest blue, especially all shades of pink, red and purple.

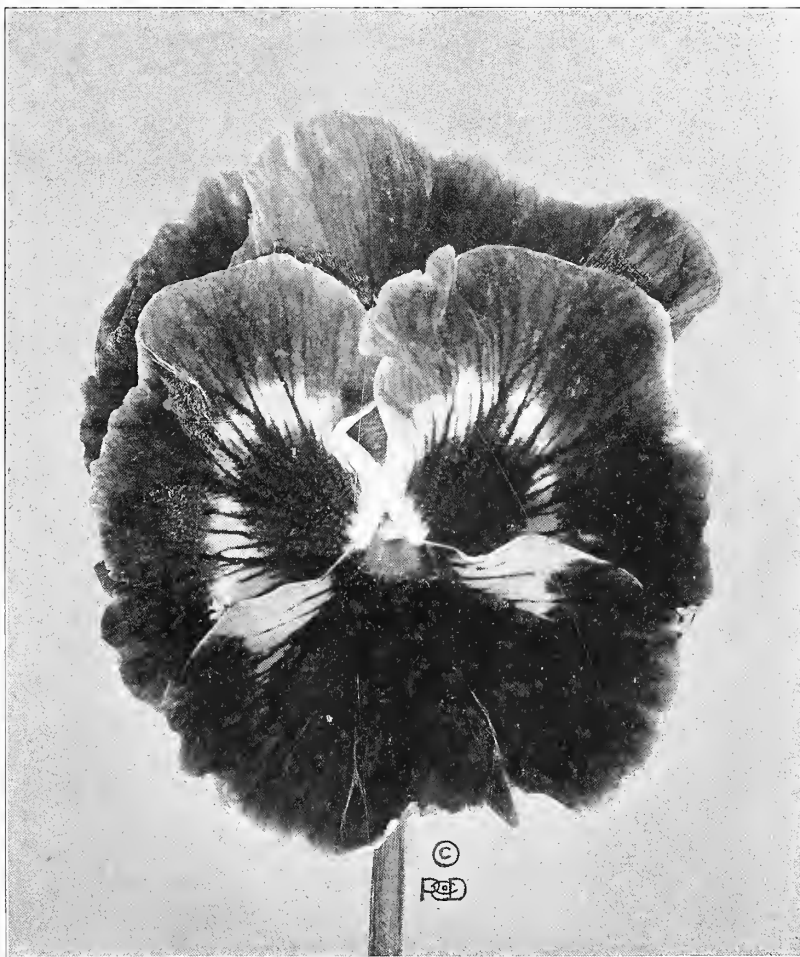
Instructions for Sowing Petunia Seed

Prepare a seed bed by taking 2 parts of any light compost or leaf mold thoroughly mixed with 1 part of clean sand and sift all through a fine screen. With this mixture fill flats or seed pans, pressing down the soil to a flat surface evenly within 2 inches of the top; give a thorough soaking. Sprinkle the Petunia seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi which might easily kill the young Petunia plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the top of the flat or seed pan, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent danger of burning. At night and in dark weather remove this sheet of paper.

As soon as the seed sprouts (say in 8 to 10 days after sowing, if kept at a temperature of 60 degrees), take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart. Shortly thereafter they should be put into 2 inch or 3 inch pots.

The seedlings will commence flowering 3 months after sowing under the conditions indicated.

Pansies



Pansy "Diener's Giganteum"

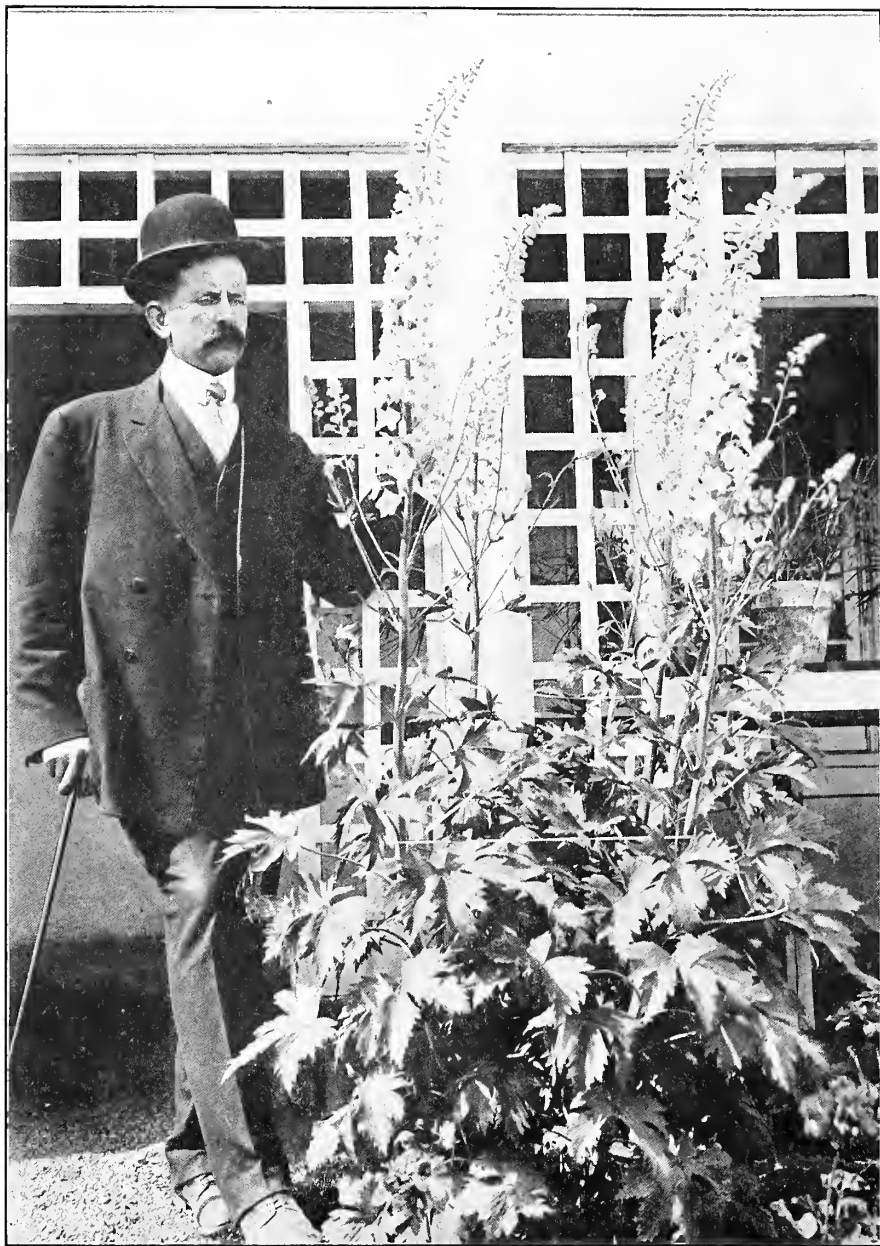
Diener's Giganteum

A New Strain of Pansy Originated by Mr. Diener

The size of the flowers is immense; most of them are ruffled, and as for color, they come in all shades of the rainbow. Heat-resisting qualities, however, make this Pansy most valuable, for hot weather affects them but little, and when others vanish from the heat, they bloom on through the summer. The plants can be easily propagated by dividing in the autumn.

Pansy Seed—Per package, 50 cents; $\frac{1}{8}$ ounce, \$1.00; one ounce, \$7.00

Pansy Plants—In flower, per dozen, 35 cents; fancy selected, per dozen, 50 cents.



Mr. Newell F. Vanderbilt of San Rafael, California, and one plant of his Hybrids.
The originator of these fine Delphiniums.

Vanderbilt's Hybrids

These new Delphiniums, produced by Newell F. Vanderbilt, of San Rafael, California, are a cross between the California wild Delphinium (which is absolutely mildew free) and some selected Burbank's Hybrids. The result is an almost mildew free Delphinium. They are much larger than the best Delphinium now existing, and are immensely valuable for the production of cut

flowers, as they give three successive crops in one summer, and all summer long are full of fine, long spikes. They are suitable for cutting as well as for bedding. They are unquestionably the world's highest attainment in Delphinium, and anybody raising cut flowers will certainly find them highly profitable. We have secured the whole stock of these hybrids, and are the sole distributors of them. They come in all shades, from light to dark blue. Almost all colors are iridescent. Try a package of the seed and you will never regret it, for they are sure moneymakers.

These Delphiniums have won prizes wherever exhibited, in competition with other strains:

1st Prize California State Floral Society Spring Show, 1914.

1st Prize P. P. I. Exposition, Cut Flower Show.

Michel Medal Floral Pageant, 1916.

1st Medal P. P. I. Exposition, Garden Exhibit.

Trade package50 cents

Delphinium seed can be sown at any time of the year. Sow in boxes or open cold frames. Do not cover more than the thickness of the seed. Give them little or no shade. Keep ground moistened until they sprout, which takes from two to three weeks. As soon as the plants are large enough, set out in the open. They will reach their full development in their second or third year.

Delphinium plants, eight months old, Vanderbilt's Hybrids. \$2.50 a dozen.

The Diener Tomato

This is a novelty of 1918. Raised by us. It is in every way perfect, the first fruit averages two pounds each, and are smooth as an apple. The flesh is dark red and there is only little seed. The vines are not ranky and cover the fruit well against sunburn. The amount of fruit to a plant is astonishing, and bearing commences early. The fruit has a sweet flavor, has not the acid taste like so many others; but the most astonishing thing is that this tomato will grow and bring a box of fruit or more without any irrigation whatsoever, only once watering when planted. It is also good for forcing under glass in winter. All the seed is raised from cuttings of the original plant, and come true.

Price per package50c

Cucumber Seeds

"SENSATION"

The best forcing cucumber for greenhouse and hotbed ever put on the market. This is a European variety; fruit growing to 12 inches long. This cucumber, which grows rapidly and bears prolifically, is more valuable generally than varieties now used. The fruit under glass, in a temperature of 70 degrees, is ready for the market one week after flowering. One plant will bring from 270 to 300 perfect fruit in one season. The plants are exceptionally hardy and are not easily affected by disease. We grow this one variety only, and the seed is absolutely true.

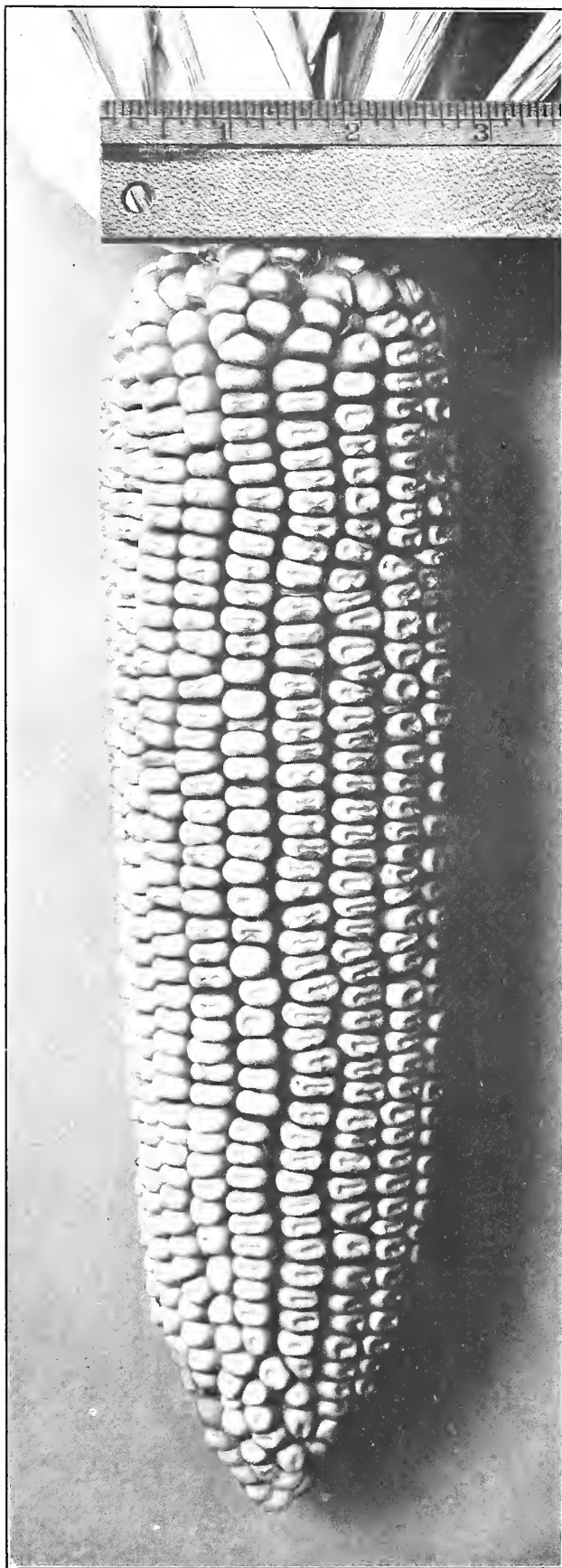
Price per package\$0.50

Per dozen packages 5.00

MARIN COUNTY, CALIFORNIA

Diener's Mammoth White Corn

An
Average Ear,
22 Rows,
50 Kernels per Row;
Average Weight
per Ear
One-Half to Two
Pounds





Part of our Corn Field after Topping

Diener's Mammoth White Corn

Put on the market for the first time, our own production. It grows from 12 to 15 feet high, bearing 1 to 3 ears; ears averaging one foot in length and 7 to 9 inches around the ears; from 1,000 to 1,200 single kernels to one ear of white dent corn. It is very sweet when in milk. It is both good for dry corn and for ensilage, giving an enormous amount of green fodder. To our knowledge, and all who visited our place last summer, we know that it is the largest corn ever seen.

Price.....50 cents a pound; 25 pounds \$10.00; 100 pounds \$35.00

Ready after February 1st

Carnations

Richard Diener, pink. Chief Dennison, red.

Thinking the war would last much longer than it did, and on account of shortage of labor, we did not propagate any Carnations, so we will have only unrooted cuttings of them at \$5.00 a hundred.

Cannas

- “Mrs. Conard”—Salmon-flesh; one of the finest Cannas for bedding.
 “Firebird”—Deep scarlet; very showy variety.
 “Wintzer’s Colossal”—Red; the largest variety so far; the single flowers are 8 inches in diameter.
 “Eureka”—Cream-white; large flowers.
 “Golden Gate”—Yellow; best of its color.
 “Duke of York”—Flesh-pink and yellow, variegated.
 “Uncle Sam”—Orange red; very large.
 “Mephisto”—Dark red.
 “Flag of Truce”—Cream white; large.
 “William Saunders”—Red foliage; large orange red flowers.
 All above varieties 25 cents each or \$2.00 per dozen.

Verbenas

We have a collection of the very finest Verbenas in existence with flowers of the very largest size, in white, red, pink, purple, blue, light blue and mixed colors.

Per dozen, \$1.00; plants out of 2 inch pots, per 100.....\$8.00

“Lady Washington”

We have a large collection of “Lady Washingtons,” some with single flowers 4 inches in diameter; all our own production; in all colors desired.

Young plants in 3 inch pots, 25 cents each; per dozen.....\$2.50

“Venus”—It is rose pink with dark velvet blotches in each petal. The flowers are of the largest size. Flowers all year around. Seedling of Easter Greeting. First true all the year flowering Pelargonium.

Price, Young plants75 cents each

Geranium Seed

From our Mammoth Hybrids; single flowers from 2 to over 3 inches in diameter, and trusses from 5 to over 8 inches in diameter. In all colors; mixed. Highest award at the P. P. I. E.

Trade package75 cents

Tuberous Rooted Begonias

There will be neither bulbs or seeds this year of the Tuberous Rooted Begonias. On account of the immense dampness of the late summer the seed was all ruined.

New Winter Flowering Geranium

Novelty of 1918



This picture was taken in the middle of January

"MRS. WILLIAM KENT"

For several years we have tried out thousands of seedlings in search of a true winter-flowering Geranium. In the variety "Mrs. William Kent" we have succeeded beyond expectation. The color is scarlet, resembling Poinsettia. It is the largest flowering Geranium we have ever seen, the single flowers reach a diameter of $3\frac{1}{2}$ inches. The plant has a short, sturdy growth, turning the flower stems high above the plants. These Geraniums are full of flowers summer and winter, but it is in midwinter that they reach perfection. This variety should be given a trial everywhere.

Young Plants, each50 cents

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

MR. RICHARD DIENER

Kentfield, Cal.

Worcester, Mass., Jan. 14, 1918.

Gentlemen:

Please send me two packages of Petunia seed, Ruffled Monsters, and one package of pink and others mixed.

I took first prizes on flowers grown from your seed last year, and I wish to try again.

Very truly,

MRS. A. M. FORBES.

MR. RICHARD DIENER

Oct. 7, 1918.

My dear Sir:

I have not expressed my pleasure at the splendid flowerings of the Gladiolus you did me the honor of giving my name. It is a most perfect red, which Browning tells us is the color of life. "The flower of life is red."

Very truly yours,

DAVID STARR JORDAN,
Stanford University, Cal.

MR. RICHARD DIENER CO.

Kentfield, Cal.

West Palm Beach, Florida, March 21, 1918.

Gentlemen:

I wrote you in February that I had received the dozen Gladiola bulbs and had planted them February 4th. I have never seen such large plants as these are. They have twice the width of the ordinary kind, and eight of them, with two shoots, are now shooting up for bloom.

Respectfully yours,

G. W. I.

RICHARD DIENER CO., Inc.

Kentfield, Cal.

New York City, June 7, 1918.

Gentlemen:

I recently sent you an order for a sample dozen of your mixed seedlings, "The Grand Price P. P. I. E. Strain."

The bulbs have just reached me by mail and in excellent condition, and I am astonished by their appearance. I never saw such Gladiolus bulbs in a growing experience of twenty-five years or more.

Very sincerely yours,

W. R. C.

MR. RICHARD DIENER

Kentfield, Cal.

West Palm Beach, April 18, 1918.

Dear Sir:

Yours of the 8th received and its contents noted, and in reply would say my Gladiolus are now in full bloom, all except Ina Collins. This bulb appears to be diseased or rotted. None came up to standard in height except Ross Valley. This is about five feet and has four sides spikes. It is a glorious one. Annie Eberius bulb came up to full standard, both had two stems to each bulb and produced about sixty flowers each.

This is not a fair showing, for they were planted too late. If they had been planted in October I think they would be much finer. All who see them think they are wonderful.

Respectfully yours,

G. W. I.

MR. RICHARD DIENER

Kentfield, Cal.

Chagrin Falls, Ohio, Jan. 31, 1918.

Dear Sir:

The Delphiniums purchased from you last year were the finest we ever grew.

W. F. CO.

THE RICHARD DIENER CO., Inc.

Kentfield, Cal.

Lakewood, O., Jan. 24, 1918.

Dear Sirs:

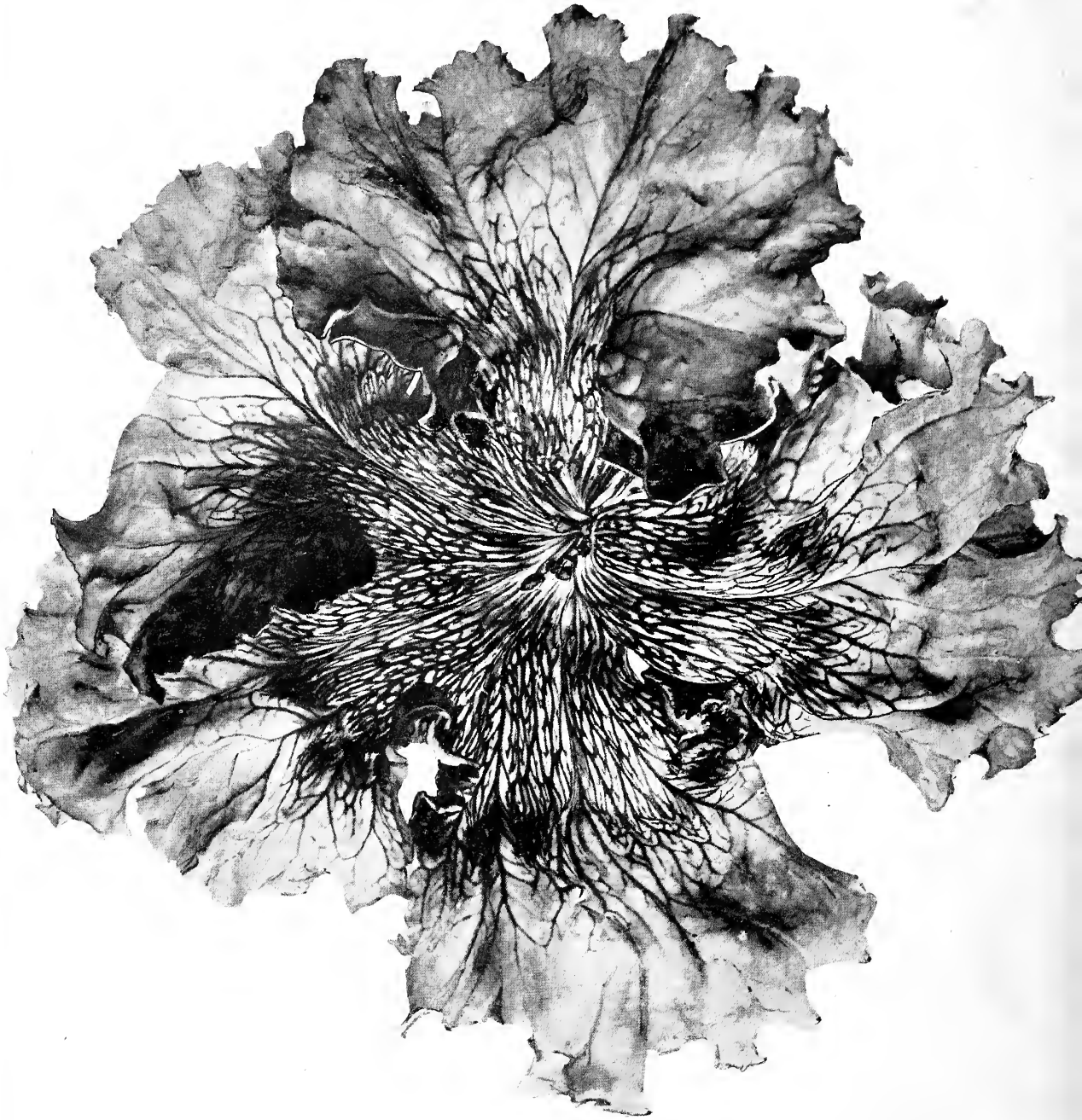
Will you please send me one dollar's worth of your ruffled Petunia seed mixed. We bought some seed of you last year and were very pleased with the plants and blossoms. They were certainly beautiful.

Kindly send as soon as possible and oblige,

Yours respectfully,

S. J. B.

Largest Flower Novelty for 1919



Diener's Ruffled Monster

Actual Size of Flowers